

ORDER



KSNV

Orders	Order / Rev:	108244
	Alt Order #:	06867665
	Product Desc:	JOE HECK 4 CONGRESS
	Estimate:	3074
	Flight Dates:	10/25/12 - 10/30/12
	Original Date / Rev:	10/24/12 / 10/24/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Strategic Media Placement, Inc.
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heck, Joe for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$16,100.00	\$13,685.00
10/29/12	10/30/12	2	\$3,800.00	\$3,230.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$16,100.00	\$13,685.00	0.00
November 2012	2	\$3,800.00	\$3,230.00	0.00
Totals	10	\$19,900.00	\$16,915.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	25%	\$19,900.00
Market	100%	\$79,600.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$19,900.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$19,900.00
KTUD	1%	\$796.00
KVVU	20%	\$15,920.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$3,184.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	GM	6-7a	- - - T - - -	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div>															

Order / Rev: 108244
 Alt Order #: 06867665
 Flight Dates: 10/25/12 - 10/30/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 3074

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---T---	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,400.00		0.00						
E 2	KSNV	10/29/12	10/29/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,400.00		0.00						
E 3	KSNV	10/25/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	---TF--	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$2,400.00		0.00						
E 4	KSNV	10/30/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	-T-----	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,400.00		0.00						
E 5	KSNV	10/25/12	10/26/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	---TF--	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$1,800.00		0.00						
E 6	KSNV	10/25/12	10/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$2,400.00		0.00						
E 7	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	1:00	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,500.00		0.00						
													Totals	10	\$19,900.00